

INVITATION – WEBINAR

Start-ups – Creating an Intellectual Property Portfolio that will Attract Investment

TIME : Wednesday 7 October 2020 at 4 PM UK Time.
COST: Complimentary, but registration required. [CLICK HERE TO REGISTER](#)

CONTENT: Start-ups aim to disrupt the market through innovation. A typical start-up in the early days is rich in ideas, but lacking in cash. Generating a portfolio of patents, trade marks and designs (intellectual property, or IP) is a significant investment for a start-up, but it is nevertheless vital in reaching the next stage of growth, in particular attracting seed and further rounds of investment. A robust IP position gives funders confidence that they can secure a return on their investment. IP should therefore be viewed as an investment, rather than a cost.

Participants will learn how to build an IP portfolio incorporating essential elements that investors look for when evaluating an opportunity. The speakers come from different backgrounds – a successful start-up, an experienced investor, and a patent attorney – and will each provide a unique perspective on the challenges and opportunities.

SPEAKERS



Doug Cross – engineering consultant

Doug started his career with five years at automotive powertrain consultancy Ricardo and then invested ten years designing Formula 1 engines for Toyota and Renault. He co-founded Flybrid Automotive in 2007 to develop automotive hybrid systems based on flywheel energy storage, grew it, and sold it to Torotrak Plc in 2014, where he became group CTO.

In 2017, Doug left to start his consultancy, Leadfoot Ltd, advising McLaren and others on strategic matters as well as battery concept design and specification. In 2020, he co-founded Balance Batteries, to sell battery modules and packs into niche volume applications.



Andrew Mackenzie - UK and European patent attorney MIET

Andrew is a patent attorney who helps businesses register Intellectual Property Rights throughout the world and advises on commercial exploitation, enforcement, and defence of those rights. He also carries out due diligence and advises on IP portfolio management.

He has many years' experience in the automotive and telecommunications sectors, having started his career as an engineer with Jaguar Cars.



Robert Palmer – entrepreneur and angel investor

Rob is the founder and chief executive of Prospedia Capital, the UK's first investment readiness programme and platform focused exclusively on connecting investors with early-stage companies developing future road transport and personal mobility solutions.

A consummate professional, he is also an experienced entrepreneur, who has invested heavily in bringing Prospedia to market and is committed to seeing innovation thrive in the automotive sector. An excellent team builder, he has brought together a highly experienced team of associates and professional partners to deliver his vision.